

**BOOK MY** 

## CASE STUDY

  
**Live Safe, Live Smart**

**Campaign link:**

<https://bit.ly/3GUf9wh>

# Client Requirement

IFI homes is India's foremost e-shopping destination for smart, innovative, automation products meeting the lifestyle, health safety, and personal security and surveillance needs of people across age groups at home and office.

**Brand** : IFI HOME

**Product** : E-Commerce

**Budget** 6-7 Lacs\*

## Advertising Goals



Website Traffic



Brand Awareness

# Objective

Our main objective was to help create visibility and awareness for the IFI brand's product and address a wide range of consumer's needs in areas such as smart lighting, solar lighting, smart water faucets, home, office & shop security & surveillance, and home automation within a given budget of 6-7 lakh and targeting the Bangalore city.

## Strategy

As 91.9 is India's first and longest-running international radio network operating in Bangalore in the English language, we suggested our clients to run the ads on the respective channel. The client specifically wanted to target the English speaking listeners and elite segment who would be willing to spend and buy the IFI products. We made sure we target the particular segment and increase their respective reach and brand's awareness.



## Results

We were able to provide them with maximum reach and create brand awareness. By airing their ads on the suggested channel they were able to target the required segment of people who in turn became their potential customers. This also helped in increasing their website traffic, website conversion rate with efficient ad spend.

**Listen :**

<https://bit.ly/3GUf9wh>



# Thank you



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